

## **CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT FISCAL YEAR 2010-2011 ANNUAL REPORT**

This is the annual report for the fifteenth year of the Corona del Mar Business Improvement District (BID), as required by Section 36533 of the California Streets and Highways Code.

### 1) Proposed Changes to the BID Boundary

There are no changes proposed to the BID boundaries

### 2) Improvement and Activities for the Fiscal Year of July 2011 to June 2012

The following are activities planned for the new fiscal year:

#### Lane Reduction

As part of the Corona del Mar (CdM) Vision Plan, the narrowing of Coast Highway from three lanes to two will be moved to before Avocado Avenue from its current location at Carnation Street, resulting in an additional area at MacArthur and Coast Highway for greater pedestrian access. The BID will engage an engineering firm to develop plans, cost estimates, and timelines to begin this project.

#### Street Furniture

Various additional locations for benches, bicycle racks, and bus stops will be identified and furniture will be purchased and added as needed.

#### Tree Wells

The BID will have installed new, custom designed tree wells around the unplanted bases of the King Palms and Hong Kong Orchids along Coast Highway. An extended maintenance agreement with Park West Landscape will assure the proper care and cultivation of these planted areas.

#### Plaza Upkeep

According to the Memorandum of Understanding with the City of Newport Beach, the BID is responsible for long-term maintenance of the facilities at the Centennial Plaza at Coast Highway and Marguerite. The BID will repair and replace various elements of the Plaza as needed.

#### Landscaping

The BID will continue to provide landscape maintenance for the unplanted tree wells, the intersection of Marguerite and Coast Highway, and the Centennial Plaza. The BID will also pay for the upkeep and repair of the irrigation backflow valves that water the street trees.

#### Outreach

The BID will provide funds for holding the Annual Meeting, as well as other public relations events of mailings as needed.

#### Holiday Decor

The BID will work with DekraLite to install the holiday decorations, lighting, and banners as it has in the past years

#### Banner Program

The BID will continue the rotating banner program to highlight the CdM 5K, the Coastline Classic Car Show, and the Christmas Walk.

#### Christmas Walk

The BID will contribute funds to the CdM Chamber to sponsor the Christmas Walk.

#### Marketing through CdM Chamber

The BID will continue to contract with the Corona del Mar Chamber of Commerce to provide a website, bimonthly newsletter, an annual business directory and the continuation of the CdM VIP merchant discount program.

#### Administrative Costs

The BID will continue to provide Errors and Omissions Insurance to protect the volunteer Advisory Board. It also will pay for any ancillary mailings or inserts into billing.

#### Dolphins

The BID will continue to pay for the seasonal decoration of the Dolphin topiary at the intersection of Marguerite and Coast Highway

- 3) The cost of these activities are projected as follows:

Lane Reduction	\$76,000
Street Furniture	\$5,000
Landscaping	\$17,200
Plaza Upkeep	\$5,000
Outreach	\$3,500
Holiday Decor	\$22,000
Banner Program	\$8,400
Christmas Walk	\$3,000
Marketing through CdM Chamber	\$45,516
Administrative Costs	\$ 2,000
Dolphins	<u>\$500</u>
TOTAL	\$188,116

- 4) The method and basis of levying the assessment shall be as follows:  
The benefit assessments will be collected by the City in one installment. The benefit assessment shall be equal to one hundred fifty percent (150%) of the City's annual business license fee as established pursuant to Chapter 5.08 of the Municipal Code. The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.08 of the Municipal Code, providing that the penalty amount added shall in no event exceed one hundred percent of the assessment amount due. Individuals with more than one business entity within the assessment boundaries shall only be required to pay the BID assessment for the largest business, shall be exempt from assessments on additional businesses within the BID, and shall continue to pay required business license fees in accordance with Chapter 5.08 of the Municipal Code. Banks and financial institutions that are exempt from City business license regulations shall be assessed \$500 per year. Insurance agencies that are exempt from City business license regulations shall be assessed \$250 per year. Persons operating in one of the following types of businesses, as an independent contractor in an establishment owned by another person shall be exempt from this assessment:

1. Hair stylists
2. Nail technicians
3. Real estate agents

Assessments shall be collected in one annual installment at the beginning of the fiscal year, and be pro-rated for new businesses that open during the fiscal year.

- 5) Surplus Carryover from Fiscal Year 2010-2011  
It is estimated that approximately \$60,000 will be carried over from Fiscal Year 2010-2011 to Fiscal Year 2011-2012.

- 6) Sources of Contributions from other than levy  
The BID estimates that there will be approximately \$38,000 contributed to the BID from the City of Newport Beach.

- 7) Past Year Accomplishments

The Fiscal Year of 2010-2011 was a successful one for the BID. The BID instituted and completed the following projects:

- Designed and installed tree well plantings for 180 tree wells throughout the Village along Coast Highway
- Committed funds to the City to offset the cost of way finding signs throughout the City
- Continued the CdM VIP Card program promoting CdM businesses primarily to local residents

- Maintained the health of the 200 Palms and Hong Kong Orchids along the Coast Highway right-of-way and paid to maintain the planters & irrigation systems
- Installed holiday décor in the medians at Marguerite and Coast Highway and on the streetlights/entrance signs in the Village
- Continued the streetlight banner program to promote CdM-specific events.
- Continued design progress on various items called for in the CdM Vision Plan
- Supported CdM Chamber of Commerce events
- Advertised in CdM Chamber of Commerce business directory

The merchants of the Corona del Mar want to thank the City Council for their financial support and efforts on behalf of the BID.

**Corona del Mar**

**Business Improvement District  
Priorities and Budget Outline  
July 1, 2011 – June 30, 2012**

Funds Available FY End 2010 – 2011	\$60,000
Funds to be Collected FY 2011-2012	
\$91,000	
Anticipated Matching Funds from City	\$38,000
<b>Total Available Funds</b>	<b>\$189,000</b>

<u>Priorities</u>	<u>Amount</u>
Lane Reduction	\$76,000
Street Furniture	\$ 5,000
Landscaping	\$17,200
Plaza Upkeep	\$ 5,000
Outreach	\$ 3,500
Holiday Decor	\$22,000
Banner Program	\$ 8,400
Christmas Walk	\$ 3,000
Marketing through CdM Chamber	\$45,516
Administrative Costs	\$ 2,000
Dolphins	\$ 500
<b>TOTAL EXPENDITURES</b>	<b>\$188,116</b>